



## Marketing Implementation Team

Missouri Strategic Initiative for Economic Growth

### Strategies, Tactics and Action Plans

The strategies and tactics below were developed by the Steering Committee with input from the Regional Planning Teams, White Papers, public comments, and numerous surveys. The Action Plans and time frames were developed from the feedback from the regional forums and multiple discussions with the Steering Committee regarding priorities and sequencing.

- Most of the tactics begin in years one through three.
- Years four and five will primarily be focused on continuing and enhancing efforts begun in the first years of the five-year implementation period.
- A select few tactics are recommended for initial undertaking in years four and five.
- Tactics refer to the year of initiation. The majority of tactics will be ongoing.

Further details regarding the tactics and suggested best practices can be found in the Final Report of the Missouri Strategic Initiative for Economic Growth.

“Implementation Teams” are formed for each of the eight strategies consisting of 10-20 persons that are leaders relating to that respective strategy.

The **purpose** of the Implementation Teams is to:

- Develop more detailed action steps for each tactical plan, including identifying which entities or persons should be involved, what resources are needed for proper implementation, the proper steps for implementation, and establish and commit to a timeline.
- Review and evaluate, on a quarterly basis, the progress of implementation of tactical plans to insure successful completion, and make adjustments as needed.
- Evaluate, on an annual basis, all the tactical plans within their strategy to determine if additions or revisions should be recommended to the Steering Committee.
- Provide an annual report to the Steering Committee, which will be included in their annual report to the Governor.

The composition of the Implementation Teams would be key leaders relating to that particular strategy, and also include some members of the applicable “Industry Councils” that relate to that strategy.

## Strategies Scorecard, November 21, 2011



On Schedule



Needs Improvement



Behind Schedule

**Strategy 5:** Missouri will aggressively market the state to domestic and select international audiences.

**Champion:** Christopher Chung



Implementation team completed.



Strategy metrics completed.

**Tactic 5.1:** Review and optimize existing economic development marketing programs.



**Action 5.1.1:** Align the Missouri Partnership's use of printed marketing materials to align with highest and best use of marketing funds, avoiding the addition of new materials until efficacy of existing materials is determined. **Targeted Completion Date: 1/1/2012**

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**Action 5.1.2:** MP to optimize online marketing tools including the enhancement of data provided online. **Targeted Completion Date: Completed.**

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**Action 5.1.2:** The Missouri Partnership to evaluate its marketing resources (website, program materials, newsletter, others) for effectiveness and best practices. **Targeted Completion Date: Completed**

**Tactic 5.2:** Promote rural Missouri as a "farm-shoring" location for technology and services companies. (Note: Related action steps included in Tactic 2.4.)

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**Action 5.2.1:** Include the marketing of Missouri's rural communities for the "farm-shoring" of services employment as a plank in the state's overall marketing program. **Targeted Completion Date: Completed.**

## DRAFT - Performance metrics:

Performance metrics will provide the framework for the Governor, Steering Committee and other stakeholders to evaluate progress throughout the five year *Strategic Initiative* period. In addition, the Department of Economic Development and the Missouri Technology Corporation will adapt their reporting processes to correspond with these metrics.

Strategic Cycle		Base Data	Goal	Goal	Goal	Source Used
			2016	# Change	% Change	
General	Increase in payroll employment (seasonally adjusted)	- Sept, 2011: 2,648,300				MERIC
	Decrease in state unemployment rate	- Sept, 2011: 8.7% (Prior 6-year average was 7%)				MERIC
	Increase in median household income (inflation adjusted)	- 2010: \$46,184 (Prior 5 yrs = 1.2%/yr.)				BEA
	Increase in average weekly private sector wages	- 2011: \$798				<a href="#">QCEW</a>
Strategy 5	Increase in survey rating of C-level executives of MO as an expansion or relocation site.	2009: 18% favorable; 26% unfavorable; 55% neutral				MO Partnership
	Increase in # of "farm-shored" jobs	Not Available				